

How to be GDPR Compliant if Operating in the EU

Who Are We?



ShareThis is an online publisher solution. We provide a suite of free tools for publishers and website owners, including share buttons, follow buttons, and reaction buttons. We are a California based company serving over three million publishers globally to help them grow their digital audience. You are receiving this update because your organization has installed our sharing tools on your site to let your users share your content.

Why Are We Reaching Out?



As you probably know, the GDPR (General Data Protection Regulation) is a new European regulation implemented on 25th May 2018, which provides more visibility, control, transparency and accountability to the processing of personal data of EU/EEA citizens and residents. Under this regulation, cookies, IP addresses and device IDs are also considered personal data.

Through the use of our publisher tools, ShareThis collects data on your site, including cookies, IP addresses, and device IDs.

As a data controller, ShareThis wishes to help ensure the personal data you collect, process, and transfer is done on a lawful basis. We believe consent from the user is a necessary requirement for this data to be collected, processed, and transferred.

How to be GDPR Compliant if Operating in the EU

What You Need To Do To Be Compliant?



1

Obtaining Consent:

Under the GDPR, you need a legal basis to collect personal data. If you choose consent, consent must be freely given, specific, informed and unambiguous. In order to make things easier, we have developed a CMP (consent management platform) which will help you collect, store, and distribute that consent. A CMP is a compliance tool— it will look like a pop-up asking users for their consent. Visit <https://www.sharethis.com/gdpr-compliance-tool/> for more information on our CMP.



2

Privacy Policy:

In order to be transparent with your users, you must inform them of the personal data you collect and of your data partners. Your privacy policy must also explain the purposes for which you collect data from users along with your data retention policy. ShareThis, along with your other data partners, should be mentioned and your privacy policy should include a link to our privacy policy. Visit <https://www.sharethis.com/privacy/> to read our privacy policy.



3

Opt-Out:

An opt-out link has to appear in your privacy policy. This will allow your users to exercise their subject access rights and stop collection of data by ShareThis or other partners of yours. In order for users to exercise their data subjects' rights, you must let us know if users contact you about ShareThis.



3

Data Security:

In case of a data breach, you must let ShareThis know within 24 hours. Please email dpo@sharethis.com.

How to be GDPR Compliant if Operating in the EU

FAQs

What is “Personal Data” as it relates to GDPR?

Under the GDPR personal data is information which relates to an identified or identifiable individual, ie: someone you can identify directly or indirectly. That includes, for example, cookie IDs, device IDs, IP addresses, or geolocation under a certain radius. We do not collect emails, addresses, phone numbers, or national ID numbers which is also considered personal information.

What is a Data Protection Officer (DPO)?

A DPO is required for companies that handle large scale processing of data (amongst other reasons). The DPO's role is to monitor the company's compliance under GDPR and to communicate with the data protection authorities. ShareThis has appointed a DPO.

How can I get the ShareThis Compliance Tool?

Adding the ShareThis GDPR Compliance Tool to your site is a simple process similar to installing other ShareThis publisher tools. Navigate to our GDPR Compliance Tool download page, register or login to your existing ShareThis account, copy your unique installation code, then paste that code into the <head> tag of your website. You can then configure appearance, language, and other options in your ShareThis platform dashboard.

Will users have to give consent every time they visit my website?

No, once a user makes their choice, their preferences are saved and they will not see the consent tool again. If they delete cookies, browse in private mode, or use a different browser, they will see the consent tool again. If the user chooses to un-consent, it should be as easy as when they consented.

Questions?

Please reach out to gdpr@sharethis.com or dpo@sharethis.com